

May 7, 1964

Mr. Lawrence Bruff
Liggett & Myers Tobacco Company
630 Fifth Avenue
New York 20, New York

Dear Larry:

CE We have instituted procedures whereby in the future each of our order letters on your behalf will contain the following paragraph.

"The Network (Station) represents that the program series ordered hereunder is not directed primarily to persons under 21 years of age, and Network (Station) agrees that if any particular program in the series is directed primarily at persons under 21 years of age, the Liggett & Myers commercial(s) ordered hereunder will be cancelled and mutually agreeable makegood(s) will be scheduled or an appropriate credit will be issued."

In placing spot orders where we do it verbally, we will in each instance advise the station that Liggett & Myers' commercials may not be run during or adjacent to any program directed primarily to persons under 21 years of age. And each station will be required to include in its confirmation the following clause.

"The Station represents that the spot announcements ordered hereunder will not be scheduled in any program or in any station break during or immediately preceding or following a program directed primarily to persons under 21 years of age."

Of course, the foregoing is not a substitute for a continuing examination of program content and spot adjacencies, and more particularly we will have to look at network delays on

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a case by case basis. The inclusion of the above language, however, should go far toward making the record clear.

Please let me know if you have any further suggestions.

Sincerely,

Storrs Haynes

pw

cc: Mr. H. C. Robinson ✓
Mr. M. Foody

LG 2006376